

REP: TEL# 703-516-9399 FAX# 703-516-9680
HEADLINE# 6333107 TRF# E:063331
\$-\$ MOD# O: UNAPPROVED REV #1 \$-\$

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT 3/12 14:54
CHANGES *** WFLA-TV ***

PROGRAM : NIGHTLY NEWS
CON COML: NIGHTLY NEWS

ADV # _____ ADV. NAME ISS/AMER. CROSSROADS
AGY # _____ AGY. NAME CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
CONTRACT # 6333107
PRDCT AMERICAN CROSSROADS EST# 953 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT 2/12 OCT 8/12 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED
REP: MAKEGOOD 10/3
SPOT CANCELED ON LN 10
MADE GOOD ON LN'S 11-12
TTL SAME
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM **** THIS IS A CASH IN ADVANCE SCHEDULE ****
AMERICAN CROSSROADS

DATE OCT 3/12 14:54
CLASS: NATL LOCAL REGIONAL
BUYER NAME EMILY MILHOAN
SALES PRSN WA - MEGHAN MCGARR (H)

REP: : LINE#: REP : CD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS : TOTAL:
: LINE#: : : : : : : : : : : : : : : : : : :
AGENCY ADVERTISER CODE = 11 AGENCY EST# = 953
AGENCY PRODUCT CODE = 27
10 S 900P-1000P 30 \$6,000.00 10/3 10/3 0 WED 0
PROGRAM : LAW & ORDER SVU
CON COML: LAW & ORDER SVU
11 A 630P-700P 30 \$4,500.00 10/7 10/7 1 SUN 1
PROGRAM : NIGHTLY NEWS
CON COML: NIGHTLY NEWS

MOP

REP HEADLINE# 6333107 TRE# E:063331
\$\$\$ MOD# O: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT 3 / 12 14 . 54
***CHANGES** *** WFLA-TV ***

| LINE# | REP | CD: | TIME | PERIOD | LNGTH | SEC | RATE | START | END | SPTS: | WEEK | DAY\$ | :TOTL: | :SPTS: |
|--------|-----|-----|-----------|--------|-------|-----|------------|-------|------|-------|------|-------|--------|--------|
| 12 | A | | 730P-800P | | 30 | | \$1,500.00 | 10/8 | 10/8 | 1 | | MON | | 1 |
| OCT/12 | | | | | | | | | | | | | | |

PROGRAM : ENT TONIGHT
CON COML: ENT TONIGHT

CONTRACT TOTAL SPOTS
TOTAL SPOTS 42750.00 11

MARKET TOTALS \$2003,571 WFLA 21% WFNS 19% WTSP 21% WTWT 32% WTG 0% WTTA 0% WMOR 0%
SHARES ACCURATE.
SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 797 Issue 2



MeTV
Tampa Bay Online

WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

| | | | | | |
|---------------------------|----------------------------|---------------------------------|---------------|-----------------------|--------------------|
| Client: | American Crossroads/ Issue | Submission Cost: | 42750 | Campaign Ref: | E-063331070 |
| Buyer: | " | Client/Product/Estimate: | 11/27 /953 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 10/01/12 to 10/14/12 | Weeks: | 2 | Order Ref: | 06333107 |
| Est./PO Number: | 06333107 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | Business Category: | Transactional | | |

Product: American Crossroads
Demographic: (L) Household

Booking Group: WFLA
Order:

Key Market: Tampa-St. Petersburg, FL

| Ref | Sales Product Details | Rev Type | | Rate | Spot Type | | 10/01 | 10/08 | Total | Cost |
|----------------------------------------------|-------------------------------------------|----------|--|-------|-----------|--------------|-------|-------|-------|------|
| 1 | M-F 10a NewsF... | 01 | | 350 | 30 | Nbr of Spots | 1 | 1 | 1 | 350 |
| 2 | M-F 10a News M..... | 01 | | 350 | 30 | Comme | | | | 350 |
| 3 | Mon 10p ET / 9p CT Revolution M..... | 02 | | 7000 | 30 | Nbr of Spots | 1 | 1 | 7000 | |
| 4 | Mon 8-10p ET / 7-9p CT Voice M..... | 02 | | 16000 | 30 | Nbr of Spots | 1 | 1 | 16000 | |
| 5 | M-F 10a News ...T... | 01 | | 350 | 30 | Nbr of Spots | 1 | 1 | 350 | |
| 6 | Thu 10p ET / 9p CT Rock Center ...T... | 01 | | 7000 | 30 | Comme | | | | 7000 |
| 7 | M-F 10a News .T..... | 01 | | 350 | 30 | Nbr of Spots | 1 | 1 | 350 | |
| 8 | Tue 10p ET / 9p CT Parenthood .T..... | 02 | | 5000 | 30 | Nbr of Spots | 1 | 1 | 5000 | |
| 9 | M-F 10a News | 01 | | 350 | 30 | Comme | | | | 350 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | | | 7 | 4 | 11 | |

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 797 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8868

Original

| | | | | | |
|--------------------|---------------------------|--------------------------|---------------|----------------|--------------------|
| Client: | American Crossroads/Issue | Submission Cost: | 42750 | Campaign Ref: | E-063331070 |
| Buyer: | | Client/Product/Estimate: | 11/27/953 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 10/01/12 to 10/14/12 | Weeks: | 2 | Order Ref: | 06333107 |
| Est/PO Number: | 06333107 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | Business Category: | Transactional | | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/01 | 10/08 | Total | Cost |
|----------------------------------------------|----------------------------------------|----------|------|-----------|-------|-------|--------------|------|
| 10 | Sun 630p ET / 530p CT NBC Nightly News | .02 | | | 4500 | 30 | Nbr of Spots | 1 |
| |S | | | Comme | | | | 4500 |
| 11 | M-F 730p Entertainment Tonight | .02 | | | 1500 | 30 | Nbr of Spots | 1 |
| |M | | | Comme | | | | 1500 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 7 | 4 | 11 | |

Grand Totals

| | Totals | Month 10 Weeks: 4 |
|--|----------------------|------------------------------|
| | 10/01 11 42750 | 10/08 7 17900 24850 |

Grand Totals:

| | Spots: | 11 |
|--------------|-----------|----|
| Gross Total: | 42,750.00 | |
| Commission: | 6,412.50 | |
| Net Total: | 36,337.50 | |

REP HEADLINE # 6333107
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGEN
ORDER WORKSHEET

FAX# 703-516-9680
CREDIN RISK !!!
HARRIS REPORT FROM REP

SEP 24 / 12 09 : 02

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 780 Issue 1



Client:
Buyer:
Schedule Dates:
Est./PO Number:
Associated Copies:

American Crossroads/ Issue

" 10/01/12 to 10/14/12

06333107

No

Submission Cost:
Client/Product/Estimate:
Weeks:
Contract type:

36750
11/27 /953
2
Political

Campaign Ref:
Sales Rep:
Order Ref:
Business Type:

E:063331070
HRP Washington, DC
06333107
POLITICAL

Business Category: Transactional

Product:
Demographic:

American Crossroads

(L) Household

Booking Group:
Order:

WFLA
Key Market:
Tampa-St. Petersburg, FL

Original

| Ref | Sales Product Details | Rev Type | | Rate | Spot Type | 10/01 | 10/08 | Total | Cost |
|------------------------------------------------|-------------------------------------------|----------|--|-------|--------------|-------|-------|-------|-------|
| 1 | M-F 10a News ...F... | 01 | | 350 | Nbr of Spots | 1 | | 1 | 350 |
| 2 | M-F 10a News M..... | 01 | | 350 | Comme | 1 | 1 | 1 | 350 |
| 3 | Mon 10p ET / 9p CT Revolution M..... | 02 | | 7000 | Nbr of Spots | 1 | 1 | 1 | 7000 |
| 4 | Mon 8-10p ET / 7-9p CT Voice M..... | 02 | | 16000 | Comme | 1 | 1 | 1 | 16000 |
| 5 | M-F 10a News ...T... | 01 | | 350 | Nbr of Spots | 1 | | 1 | 350 |
| 6 | Thu 10p ET / 9p CT Rock Center ...T... | 01 | | 7000 | Comme | 1 | 1 | 1 | 7000 |
| 7 | M-F 10a News ...T.... | 01 | | 350 | Nbr of Spots | 1 | | 1 | 350 |
| 8 | Tue 10p ET / 9p CT Parenthood .T..... | 02 | | 5000 | Comme | 1 | 1 | 1 | 5000 |
| 9 | M-F 10a News | 01 | | 350 | Nbr of Spots | 1 | | 1 | 350 |
| Weekly Totals: [Total Spots(Ord Spots)] | | | | | 6 | 3 | 9 | | |

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
Submission Number 780 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

| | | |
|-----------------------------------------|---------------------------------------|-------------------------------------|
| Client: American Crossroads/ Issue | Submission Cost: 36750 | Campaign Ref: E:063331070 |
| Buyer: " | Client/Product/Estimate: 11/27/953 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 10/01/12 to 10/14/12 | Weeks: 2 | Order Ref: 06333107 |
| Est./PO Number: 06333107 | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| Ref | Sales Product Details | Rev Type | | Rate | Spot Type | 10/01 | 10/08 | Total | Cost |
|--------|-----------------------|----------|--|------|-----------|-------|-------|-------|------|
| ..W... | | | | | | 6 | 3 | 9 | |

Weekly Totals: Total Spots(Ord Spots)

| Grand Totals | | Month 10 Weeks: 4 | |
|--------------|--------|-------------------|-------|
| | Totals | 10/01 | 10/08 |
| Spots | 9 | 6 | 3 |

| | | | | |
|--|------|-------|-------|-------|
| | Cost | 36750 | 13400 | 23350 |
|--|------|-------|-------|-------|

Grand Totals:

| | Spots: | 9 |
|--------------|-----------|---|
| Gross Total: | 36,750.00 | |
| Commission: | 5,512.50 | |
| Net Total: | 31,237.50 | |